

Message Text

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TO SECSTATE WASHDC 4464

INFO AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

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SYDNEY ALSO FOR TRADE CENTER

MELBOURNE PASS WHITELEY, USTC

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: AMENDMENT OF FY 75 CCP

REF: STATE 239722 (NOTAL)

1. EMBASSY AND TRADE CENTER HAVE RECEIVED PROPOSALS FOR THREE-YEAR MARKET SHARE PROJECTS NOS. 1 AND 2 OUTLINED BY COMMERCE IN OCTOBER 7 CLAUSEN-SIMPSON LETTER, AND REFERRED TO IN REFTEL. DETAILED ANALYSIS AND BACKGROUND FURNISHED BY SOUSANE ON RETURN FROM OCTOBER WASHINGTON TDY GREATLY ASSISTED OUR REVIEW.

2. BASIS OUR DISCUSSIONS, AND FURTHER USTC ANALYSIS OF AUSTRALIAN TEXTILE MARKET, WE JOINTLY RECOMMEND FOLLOWING FOR COMMERCE-STATE APPROVAL:

(A) SUBSTITUTE CATEGORY OF "FASHION FABRIC" FOR LIMITED OFFICIAL USE

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PROPOSED "U.S. TEXTILES AND FASHION FABRICS" CATEGORY.

THIS WOULD (1) AVOID MUCH OF RAPIDLY GROWING COMPETITIVE SENSITIVITY IN AUSTRALIA OVER TEXTILE PRODUCTS AS A WHOLE; (2) MORE CLOSELY FIT THE RANGE OF TIEMS IN WHICH U.S. HAS SIGNIFICANT GROWTH POTENTIAL BASED ON DESIGN FACTORS ADDITIONAL TO PRICE COMPETITION ALONE, AND ON WHICH OUR ACTIVE PROMOTION WOULD IN FACT CENTER; AND (3) INCIDENTALLY REDUCE THE TRADE-VALUE BASE OF \$350-500 MILLION RANGE TO \$150-200 MILLION RANGE CORRESPONDINGLY INCREASING PROBABLE VISIBILITY OF HOPED-FOR MARKET SHARE INCREASE.

(B) AMEND AUSTRALIA FY 1975 CCP TO INCORPORATE PROMOTIONAL ACTIVITIES FOR FY 1975 OUTLINED IN COMMERCE MARKET SHARE PROJECT NO. 1 (PRINTING AND GRAPHIC ARTS) IN FY 75 CCP CAMPAIGN NO. 4.

(C) FURTHER AMEND FY 1975 CCP BY ADDING AS CCP CAMPAIGN NO. 9 A FASHION FABRICS CAMPAIGN CONSISTING OF THE PROMOTIONAL ACTIVITIES PROPOSED FOR FY 1975 IN COMMERCE'S MARKET SHARE PROJECT NO. 2. THIS CAMPAIGN WOULD ADOPT THE SAME LOW PROFILE, ADDRESSED CLOSELY TO AUSTRALIAN IMPORTER AND COMMERCIAL BUYER GROUPS, WHICH WAS EFFECTIVELY EMPLOYED IN THE HIGHLY SUCCESSFUL AUGUST 1974 USTC TANDEM EXHIBIT IN SYDNEY AND MELBOURNE TO AVOID INCITING UNNECESSARY DOMESTIC LABOR AND INDUSTRIAL CONCERN.

(D) RETAIN THE FY 76 AND FY 77 PHASES OF THE TWO PROPOSED MARKET SHARE PROJECTS FOR TIMELY CONSIDERATION IN THE CCP DRAFTING PROCESS WHEN CAMPAIGN THEMES ARE SELECTED FOR THE 1976 AND 1977 CCPS RESPECTIVELY. WE HAVE NO CURRENT REASON TO DOUBT THAT FASHION FABRICS AND PRINTING AND GRAPHIC ARTS EQUIPMENT WILL PROVE SUITABLE THEMES FOR CONTINUED MISSION-WIDE CCP CAMPAIGNS IN FY 1976 AND FY 1977. CONSIDERING THE RAPIDLY CHANGING AUSTRALIAN DOMESTIC AND IMPORT CLIMATE HOWEVER, SPECIFICALLY A GROWING TENDENCY TO PANIC AT RISING IMPORTS, IT WOULD BE ADVANTAGEOUS TO RETAIN OPTION AT BEGINNING OF EACH YEAR TO SELECT MISSION-WIDE CAMPAIGN TARGETS WHICH PROMISE, IN LIGHT OF CURRENT OUTLOOK, TO YIELD OPTIMUM CCP RESULTS.

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(E) BECAUSE TRADE CENTER REQUIRES LONGER LEAD TIME FOR MAJOR PROJECTS THAN ANNUAL CCP PROGRAMMING CYCLE PROVIDES, ADD TO THE FORWARD USTC PROGRAM THE OCTOBER 1975 PRINTING AND GRAPHIC ARTS EQUIPMENT TRADE MISSION/BSP, THE 5 COMPANY FASHION FABRIC BSP WITH FASHION SHOW IN FIRST QUARTER FY 1976 AND THE 6-8 COMPANY FASHION FABRICS JEEP IN SECOND QUARTER FY 76

PROPOSED IN MARKET SHARE PROJECTS 1 AND 2 RESPECTIVELY.

3. IN ADDITION TO FOREGOING RECOMMENDATIONS WE HAVE
AGREED THAT WE WILL PROCEED IMMEDIATELY TO PROMOTE THE
ORGANIZATION OF A REVERSE TRADE MISSION OF AUSTRALIAN
FASHION FABRICS BUYERS AND AGENTS TO ATTEND TEXPO 75
IN JUNE OF THAT YEAR. THE TRADE CENTER IS TAKING THE
LEAD ON THIS EFFORT, WORKING THROUGH AN AUSTRALIAN
TRADE GROUP. THIS PROJECT WILL BE CONSIDERED PART OF
CCP CAMPAIGN NO. 9 WHEN THE LATTER IS APPROVED.
GREEN

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